

**IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF NEW JERSEY**

THE HERSHEY COMPANY and HERSHEY	:	
CHOCOLATE & CONFECTIONERY	:	
CORPORATION	:	Civil Action No. 07-cv-1601 (SDW) (MCA)
	:	
Plaintiffs,	:	
	:	
v.	:	
	:	
PROMOTION IN MOTION, INC.	:	
	:	
Defendant.	:	
	:	
	:	
	:	

NOTICE OF WITHDRAWAL

TO: THE CLERK OF COURT AND ALL COUNSEL OF RECORD

PLEASE TAKE NOTICE that David Scharfstein withdraws as attorney of record for plaintiffs The Hershey Company and Hershey Chocolate & Confectionary Corporation (“Plaintiffs”). Attorneys from Kaye Scholer LLP and McCarter & English, LLP will continue to represent Plaintiffs in this case.

Dated: June 28, 2012

s/John E. Flaherty
John E. Flaherty
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CERTIFICATE OF SERVICE

I hereby certify that on June 28, 2012, I caused a copy of the foregoing NOTICE OF WITHDRAWAL to be served upon all counsel of record by operation of the Court's electronic filing system.

s/ John E. Flaherty

John E. Flaherty